



The Xchange

A Monthly Publication of BizXchange®

Use BizX to Stay in the Public's Eye

Use services available through BizXchange at every opportunity to advertise and market your company. The following suggestions are inexpensive to incorporate and the services and products suggested can be obtained through BizX in most cases.

1. Business cards do double duty:

Next time you print your business cards, place a special offer on the back. Make it good for a discount or free upgrade at your place of business.

2. Other Printing: Full-color postcards with special offers, mailed on a regular basis, are an inexpensive way to keep your name in front of your customers. Also be sure to put an effort into an attractive company brochure before exhibiting at business conventions.

3. Gifts: Send your preferred customers inexpensive and thoughtful gifts, such as a gift card to a local restaurant or coffee shop with a personal note or a nice bouquet of flowers for their office.

4. Joint cooperation: Seek out savvy business owners who work in complimentary fields—those with which your product or service could logically be “bundled”—and promote both products jointly.

You can collaborate on direct mail pieces and advertising to cut down on expenses and place brochures in each others place of business to increase your exposure.

continued on page 6

BizX Expands Barter Financing

In an effort to better serve members through the credit crunch, BizXchange has expanded its Barter Finance Services, offering expanded credit services for members facing tightened credit through traditional lending institutions.

“If banks aren’t loaning, and if you’re a BizX member with a product or service other members need, we can provide loans and lines of credit to finance needed purchases to grow your company,” says Bob Bagga, president and CEO of BizXchange.

“Similar to a lending institution, we prequalify each member applicant for loans and lines of credit. Our criteria focuses on the company’s size, the quality of

continued on page 6



IN THIS ISSUE

Dear Valued BizX Members 2

Featured Travel

Tropical Vacations 3

Articles

Are You Motivating Yourself Too?..... 3
You Can Still Say Thanks This Year 6

Trade in the News

Thailand Barter Rice for Oil..... 6

Featured Items 4-5

Featured Member

Grand Event Rentals 7

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LETTERS TO THE EDITOR

If you have questions or suggestions regarding *The Xchange* and its contents, please send your comments to news@bizx.com. We will be happy to answer your questions in future newsletters. •

DEAR VALUED BIZX MEMBER



Bob Bagga, BizXchange President & CEO

It is clear from conversations with many of our members over the last few months that the uncertainty of the economy is continuing to have a negative effect on businesses. With no one having a crystal ball, it is difficult to say how long or how deep this downturn will be.

In times like this, however, opportunities often present themselves. Before one can take advantage of opportunity, they must ensure their own house is in order. In today's economy, the name of the game is cash flow; positive cash flow that is.

Bank lending is strained and in some cases non-existent. It is imperative to ensure that revenue is exceeding expenses. This may sound simple but with declining sales, it can prove difficult.

While there is not one silver bullet solution that will help businesses weather the storm, BizX can help you gain a competitive edge in a down market.

The first thing that comes to mind is which cash expenses can be cut back. We like to ask "for what expenses are you currently writing checks that could be paid for with BizX?"

I would urge you to take a close look at your cash expenses, from your coffee supplier to your advertising and everything in between. I also trust that you all are utilizing BizX for all of your holiday needs, such as gifts and parties. If you are writing a check or before you entirely cut

an expense, see if you can BizX-it!

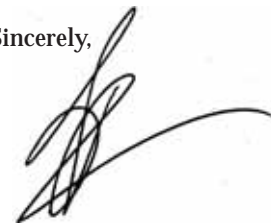
Also, during these tougher times, we are seeing our members make investments in their businesses utilizing BizX. Some of these investments are in the form of renovations, increased advertising budgets and investing in their people through training, all using BizX and saving their cash. At first I was a little surprised at the training numbers, however, it makes sense: better trained sales staff yields better results leading to increased revenue.

During a down economy, business is certainly lighter, but there is still business being done. What can you do in your industry to attract more customers away from your competitors? This is where opportunity lies. By investing in your brand, infrastructure and people, you have a much higher likelihood of standing out and attracting more business, while your competitors might be scaling back. Because you have the ability to pay with BizX, you are able to do this at a fraction of the cost, while attracting even more business through BizX.

Again, there is no one thing that is going to help weather today's storm. However, it is important to stay positive and keep an eye out for opportunities that are either currently there or that will arise from the market conditions.

On behalf of the team at BizX, I would like to wish you and yours a very hearty "Season's Greetings!"

Sincerely,



Bob Bagga

A Super-Inclusive Tropical Vacation

When SuperClubs introduced the Super-Inclusive vacation they raised expectations for an entire generation of vacationers, and raised the standards for their competition.

Super-Inclusive isn't just about more. It's about better. It's about offering the finest beaches and the most comfortable accommodations. It's being greeted with a friendly smile when you arrive and warm

wishes when you leave. It's world-class chefs and world-recognized golf and tennis pros. It's about promises made and promises kept.

Just about everything you can eat, drink and do is included in one simple upfront price. And tipping is simply not permitted.

BizX members can enjoy a vacation at any SuperClubs resort, including des-

tinations such as Jamaica, the Bahamas, the Dominican Republic, Curacao and Brazil.

For more information and to view resorts, visit www.superclubs.com. To learn more about this offer and to book your vacation, contact your BizX Account Manager today!



Are You Motivating Yourself, Too?

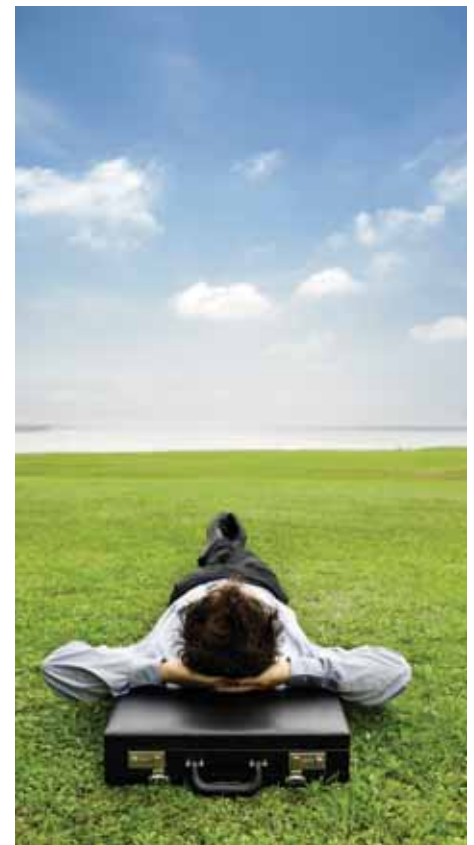
You know the importance of motivating your employees, but what about the motivation you need? To excel at your job and lift the spirits of others, you need energy, confidence, and a sense of accomplishment.

The following checklist gives you something to measure yourself with:

- ✓ **Environment:** Have you arranged your work area to cheer yourself up and make tasks easier?
- ✓ **Visualization:** Do you focus on your positive accomplishments and visualize being successful?
- ✓ **Goals:** Do you set long and short-term goals and develop plans to reach them?

- ✓ **Health:** Are you exercising regularly, getting enough sleep, and not overeating or drinking too much?
- ✓ **Commitments:** Do you make judicious promises to yourself and others—and then deliver on them?
- ✓ **Documentation:** Do you keep records of your successes and failures and chart your progress toward your goals?
- ✓ **Stress:** Do you try out relaxation techniques and adapt the most effective to your needs?
- ✓ **Rewards:** Do you make room in your schedule and budget to reward yourself for a job well done? Sometimes a “prize” at the end is all the motivation you need to really excel.

- Barter News





Washington

Add the Red Carpet Treatment to Any Event

Anyone who steps on a red carpet expects to be treated a little differently. Add an air of elegance to any event with **Red Carpet Valet**. Valet parking gives guests a great impression of your event, both when they arrive and when they leave.

Visit them online at www.redcarpetvalet.net for more information. Call Andrew Janison at (206) 528-2162 to upgrade your event.



Private Yacht Available for Holiday Parties & Events

Step aboard the **Lady Maribel**, an eighty-five foot yacht, for a fun-filled cruise to your destination of choice. This yacht features two state rooms and two bunk rooms and is great for small gatherings of up to 70 people, such as private events, board meetings, company events

and client appreciation incentives. It is available for half- or full-day rental, departing from Seattle's Lake Union, to your local destination of choice.

Contact Zach Foster at (206) 442-4705 for more information and to book your private yacht rental.

Bring Fresh Ideas & Leadership to Your Company

City University of Seattle, one of the Northwest's largest, private, not-for-profit universities, offers undergraduate and graduate degrees and certificates in their School of Management. Enrollment for their innovative MBA program is happening now and tuition is entirely payable with BizX.

Visit www.cityu.edu and browse the School of Management for the complete list of degrees and programs. Contact Dea Shipp at (206) 442-4708 to begin the enrollment process.

Delectable Catering for Your Events

Northwest natives will appreciate your next party even more when you have it catered by **Classic Catering**, a flexible, full-service catering and event company specializing in fresh, flavorful Northwest cuisine. Whether you already have a venue in mind or you need a little help, Classic Catering will work with you to plan and execute the perfect corporate or personal gathering.

For more information and to book them for your next event, contact Mud McHugh at (425) 450-5591.

An Alternative to Hotels for Longer Stays

Pacific Guest Suites is the Northwest's premiere alternative hotel stay service. They offer an attractive, cost effective alternative to typical hotel accommodations through short term housing at about half the cost! Whether you need short-term housing for a few months, or long term housing for an extended period of time, they will accommodate you in style!

These fully furnished corporate apartments and condominiums are ideal for the business traveler, as well as for short-term housing, extended stays, job relocations, temporary job assignments, medical stays and vacations.

Visit www.pgsuites.com for more information. Contact Joe Weisser at (206) 805-0720 to book your temporary home.

Make Your Home Cleaner & Safer

The hidden crawl spaces and attic of a property are often overlooked by its owners, but not by rats, mice, bats and other critters. **Clean Crawls** will handle rodent and critter issues, as well as the removal of moldy insulation, wood debris, animal feces and various unwanted debris from both lower crawlspaces and attics.

For details and a full list of services visit www.cleancrawl.com. To schedule service, contact Zach Foster at (206) 442-4705.



StayConnected



Quality Custom Framing to Fit Your Specific Needs

Protect and display office artwork, pictures and photography with custom framing services by Michael Thompson Framing. They will choose the color and style that will best complement the office where the pieces will be displayed. They also provide framing and consultation for home decor.

Take your pictures and art to **Michael Thompson Framing** at 647 7th Street in San Francisco. For more information visit www.mtframing.com, or call (415) 861-5717.

Step Out in Style

Take your BizX card to **Stepping Out**, "The Urban Shoe Spa," for a huge selection of popular brand-name shoes with attitude. They feature women's shoes for every occasion as well as a selection of handbags and accessories.

Visit them at 385 17th Street in Oakland. Visit www.urbanshoespa.com or call (510) 271-0333 for more information.

Pool Tables & Other Games

Parvizi Galleria is a dealer of pool tables, bar stools, game room furniture and accessories with over 25 years experience. Their knowledgeable and well-trained staff can help you outfit your

restaurant or bar with new stools, pool tables and games that will fit your needs. They carry top manufacturers including Brunswick, Golden West and Beach.

To learn more and view available items visit www.parvizigalleria.com.

For purchasing information call (925) 943-1429.



Give Your Car a Fresh New Look & Feel

Specializing in convertible tops, complete auto interior and custom leather work, **Genesis Auto Upholstery** handles both large and small jobs, from a patch to complete auto interior refurbishing. They offer competitive pricing and a one-year guarantee on craftsmanship. Genesis can also install an aftermarket sunroof on your auto.

To see samples of their work, visit www.genesisautoupholstery.com, and then contact your BizX Account Manager at (510) 632-0299 to schedule service.

Out-of-Home Advertising to Your Target Market

Thumbtack Bugle is a poster placement company that hangs posters all around the Bay Area at coffee shops,

health food stores, book stores, laundry mats, ice cream shops, music stores, colleges and universities, shopping centers, kiosks and bus stops. This is an affordable grassroots way of promoting your business.

For more information visit www.thumbtackbugle.com, then contact your BizX Account Manager at (510) 632-0299 to start promoting your business.



An Adventurous Venue for Your Event

City Beach is a unique venue that combines fitness, sports, entertainment and social activities, offering individuals a variety of health, fitness and recreational programs to choose from. This is a great venue for company events and parties for kids or adults, featuring a restaurant with full bar, rock climbing, bocce ball, billiards and much more.

For more information visit www.citybeach.com, or call (510) 651-2500 to book your event

New Members are joining the exchange every day. Remember to go online for the most up-to-date member directory, new listings, hot items and much more! Log onto www.bizx.com and start browsing today!

You Can Still Say “Thanks” This Year

Thanking your employees, customers and vendors with gifts during the holiday season can go a long way towards improving your relationships with them in the future. But many business owners will forego this relationship building tool due to tight budgets and fears of what lies ahead.

As a BizX member you can reap all the benefits of incentive gift giving while avoiding the large cash outlay that most businesses would have to pay.

Buying gifts through BizX is easy. If gift certificates are a good fit you can find a wide variety of options by logging on



to the BizX Member Website and browsing to the gift certificates section. You can purchase certificates to local restaurants, bars, spas, resorts and much more with just a few clicks of the mouse.

If you would prefer to give something more ample than a gift certificate, there are many options available, including flower and gift baskets, chocolate, jewelry, art, wine and other exciting selections.

Contact your BizX Account Manager today for help planning and implementing holiday gift giving.

Use BizX to Stay in the Public’s Eye

continued from page 1

For printing and advertising, suggest they pay you half and you’ll spend the effort lining up the work to be done. With their half in cash you increase your cash flow, because you can get the job done through BizX.

- 5. Traveling sign:** Your company sign can “travel” all around the community if it is a vinyl graphics or magnetized sign for the side of your vehicle.
- 6. Thank-you notes:** Getting your money’s worth is easy with inexpensive “thank you” notes. They can come in many forms, from a simple card or note pad, to a letter opener or a packet of “Post-It” notes with your name on them.
- 7. On-hold:** Research by AT&T has found that 60% of business callers are put on hold for an average of 39-50 seconds. Your commercial message played during this time could bring in additional business.
- 8. Data base:** Your business should have a customer data base that can be used for different purposes. But most importantly to stay in touch with those you value the most — your customers!

- *Barter News*

TRADE IN THE NEWS

Thailand Barter Rice for Oil

Thailand plans to barter rice for oil with Iran in the clearest example to date of how the triple financial, fuel and food crisis is reshaping global trade as countries struggle with high commodity prices and a lack of credit.

The United Nations’ Food and Agriculture Organization said such government-to-government bartering was likely to become more common as the

private sector was finding it hard to access credit for food imports.

“Government-to-government deals will increase in number,” said Concepción Calpe, a senior economist at the FAO in Rome. “The lack of credit for trade could lead also to a resurgence of barter deals between countries,” she added.

- *Financial Times*

BizX Expands Barter Financing continued from page 1

the product or service they have to offer and its appeal to other members,” says Bagga. “Typically, applicants are seeking financing for larger, one-time expenditures beyond their normal business barter needs, including advertising campaigns and construction projects.”

Recently an established Seattle restaurateur took advantage of the BizX financing

program when he opened a restaurant using a BizX line of credit to finance a portion of the build-out costs. Another example is a Puget Sound area contractor that took out a \$40,000 BizX line of credit to launch an advertising campaign that included print, radio and signage. Both of these companies are now getting new customers through the network to pay down

the financed credit. Any financing that businesses establish through BizXchange is paid back through increased sales to other members of the exchange.

If you are interested in learning more about obtaining a line of credit through BizXchange contact your BizX Account Manager.

Grand Events Rentals

BIZX MEMBER SINCE: APRIL, 2004

Knowing that the event you are planning may very well be the biggest and most important of your life, Grand Event Rentals takes the time to work with you to understand exactly what your needs will be. Whether you are planning a small outdoor wedding or a black-tie corporate affair, they have developed a reputation for being able to provide precisely what you need for the perfect event.

While building close client relationships is important to Grand Event Rentals, they also understand that having premium products is the first step in providing superior service. Clients can visit their showroom to view samples of available items, consider their options and then work with an experienced planner to pick out the necessary rental needs. They can also visit Grand Event's online rental catalog to view products and prices for anything from tables and chairs to popcorn machines and dance floors.

Since taking over Grand Event Rentals, owner Eddie Redman has taken great pride in the positive feedback he has gotten from customers. "People say we're great to deal with," exclaims Redman. "They tell us how nice it is that we take the time to really listen."

GRAND EVENT RENTALS & BIZX

It wasn't until Eddie Redman purchased Grand Event Rentals that he learned they were a member of BizXchange. Having done direct trades in the past, and being open to any options that might better his business, he said to himself, "okay, this makes sense," and decided to continue the relationship.

Redman has been very happy with BizX, especially when compared to doing direct trades with other businesses. "There are more options with BizXchange," says



Photo Courtesy of Grand Event Rentals

A sample event set up by Grand Event Rentals

"There are more options with BizXchange."

Redman about the diversity of new clients and spending opportunities available within the exchange. "People walk in and say, 'We saw you on the [BizX] member website.' And then we get a chance to learn more about what they offer as members."

In addition to getting walk-in business, Redman also uses his Account Manager to make the most of his BizXchange experience. "If I need something they'll keep an eye out and then give me a call to let me know what's available," he states.

The new sales that BizX brings to Grand Event Rentals are used to offset a variety of business expenses including fleet maintenance, upgrades and repairs to facilities, storage, advertising and marketing, employee incentives and IT support.

Over the years, Redman has become such a fan of BizX that he promotes BizX to other business owners. Upon finding a

business that has products or services for which he would rather pay for using BizX dollars instead of cash, he'll tell them about BizX. "I explain how it works, why I like it and how they could make it work for them," says Redman.

FEATURED MEMBER SNAPSHOT

Name: Grand Event Rentals

Industry: Event Planning & Rentals

Location: Bellevue, WA

Contact: Eddie Redman

Member Since: April, 2004

Main Spending Areas:
Facility Maintenance & Marketing

More information:
www.grandrents.com

WELCOME, NEW BIZX MEMBERS!

For more information on new members, log onto www.bizx.com,
or contact your BizX Account Manager.

- Appraisal Source - Mill Creek, WA
- Artlessa's Day Spa & Salon - Seattle, WA
- Beyond Disputes - Seattle, WA
- Chris's German Auto Service - Bellevue, WA
- Clear Day Company - Seattle, WA
- Crystal Mountain Hotels - Crystal Mountain, WA
- Dan's Extraordinaire Painting - Kenmore, WA
- Everett Therapeutic Center - Everett, WA
- Evergreen Label & Printworks - Everett, WA
- General Biodiesel - Seattle, WA
- Hayward Car Wash - Hayward, CA
- Life Fibers - Woodinville, WA
- Lumina Digital Studios - Everett, WA
- Omega Maintenance - Auburn, WA
- Pacific Guest Suites - Redmond, WA
- Paddy Coyne's Irish Pub - Seattle & Tacoma, WA
- Spa Doctor - Bellevue, WA
- Sugar Rush Baking Company - Seattle, WA
- Totally Tabletops Party Rentals - Seattle, WA
- Tully's Coffee - Seattle, WA
- Washington State ISP Sports - Pullman, WA

THANK YOU FOR YOUR REFERRALS!

Our referring members have received \$100 BizX for each referral that became a member. They also helped to increase the purchasing power and expand the potential customer base for all members by referring their friends and business associates!

Send referrals to referrals@bizx.com,
or call your BizX Account Manager!

REFERRING MEMBERS

ARTIS PHOTOGRAPHY

CADDELL'S LASER ELECTROLYSIS CLINIC

CITY UNIVERSITY

EXECUTIVE RESIDENCE

J&J PAINTING

KNOWLEDGE INTEGRATION SOLUTION

LIQUID ENERGY RUSH

MINUTEMAN PRESS - LYNNWOOD

PRECEPT BRANDS

RESTAURANT GROUP

SPA DOCTOR

UNIVERSITY OF WASHINGTON ISP SPORTS

VOLVO FINDERS



PRSR STD
U.S. postage
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